

COURSE DETAIL

BROADCAST PROGRAMMING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

BROADCAST PROGRAMMING

UCEAP Transcript Title

BROADCAST PROGRAMNG

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course explores the generation strategy and development laws of different types of radio and television programs. It covers the characteristics, planning, production process, and operation mode of different program types, as well as the relationship with market mechanism, audience needs, and the social and cultural environment.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130032

Host Institution Course Title

BROADCASTING PROGRAMMING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Lu Ye Zhao Min

Host Institution Degree

Host Institution Department

Journalism

Course Last Reviewed

2020-2021

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